

Day	Date	Program	Priority	Time Period	Length	Rate	Headline #	Order #	End Date
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American Crossroads

Spot Missed

Sunday	11/04/12	Regular Sea	P-3	00 PM-4:00:00	:30	\$7,500.00	09776180	45327	11/05/12
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Offer

1X Sat 8-11P Alabama vs. LSU on 11/3 @ \$5000 (P3) 1X Sat 12-3:30P Univ. of Cincinnati vs. Syracuse on 11/2 @ \$2500 (P3)
--

Williams, Lynda

From: Bradley, Alexandra [Alexandra.Bradley@msmtvsales.com]
Sent: Thursday, November 01, 2012 2:15 PM
To: Connell II, Jim
Cc: Williams, Lynda
Subject: RE: American Crossroads MG offer 45327

Approved

Alexandra Keller
Senior Account Executive
Millennium Sales-DC
p. (202) 955-5342
f. (202) 955-5348
alexandra.bradley@msmtvsales.com

From: Connell II, Jim [mailto:jconnell@local12.com]
Sent: Thursday, November 01, 2012 1:55 PM
To: Bradley, Alexandra
Cc: Williams, Lynda
Subject: American Crossroads MG offer

Hi,

See attached MG offer for American Crossroads.

Thanks!

Jim

11/1/2012

Line #	Spot #
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64	1

Rep Order# 9776180 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 45327

Printed: 10/29/2012 2:56 PM
Last Received: 07/26/2012 8:37 AM
Showing Buylines: All Lines

1 of 6

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product American Crossroads
Estimate# 694
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/694
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see line 64
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$425.00	10/30-10/30	1	1	1	\$425.00	
	2	W	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$425.00	10/31-10/31	1	1	1	\$425.00	
	3	TH	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$425.00	11/01-11/01	1	1	1	\$425.00	
	4	F	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$425.00	11/02-11/02	1	1	1	\$425.00	
	5	M	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$425.00	11/05-11/05	1	1	1	\$425.00	
	6	TU	6A-630A	GOOD MORNING CINCY	:30	\$650.00	10/30-10/30	1	1	1	\$650.00	
	7	W	6A-630A	GOOD MORNING CINCY	:30	\$650.00	10/31-10/31	1	1	1	\$650.00	
	8	TH	6A-630A	GOOD MORNING CINCY	:30	\$650.00	11/01-11/01	1	1	1	\$650.00	
	9	F	6A-630A	GOOD MORNING CINCY	:30	\$650.00	11/02-11/02	1	1	1	\$650.00	
	10	M	6A-630A	GOOD MORNING CINCY	:30	\$650.00	11/05-11/05	1	1	1	\$650.00	

Rep Order# 9776180 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 45327

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2 of 6

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product American Crossroads
Estimate# 694
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/694
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	11	TU	7A-730A	THE EARLY SHOW	:30	\$450.00	10/30-10/30	1	1	1	\$450.00	
	12	W	7A-730A	THE EARLY SHOW	:30	\$450.00	10/31-10/31	1	1	1	\$450.00	
	13	TH	7A-730A	THE EARLY SHOW	:30	\$450.00	11/01-11/01	1	1	1	\$450.00	
	14	F	7A-730A	THE EARLY SHOW	:30	\$450.00	11/02-11/02	1	1	1	\$450.00	
	15	M	7A-730A	THE EARLY SHOW	:30	\$450.00	11/05-11/05	1	1	1	\$450.00	
	16	SU	9A-930A	CBS SUNDAY MORNING	:30	\$2,500.00	11/04-11/04	1	1	1	\$2,500.00	
	17	TU	11A-12P	PRICE IS RIGHT	:30	\$1,500.00	10/30-10/30	1	1	1	\$1,500.00	
	18	W	11A-12P	PRICE IS RIGHT	:30	\$1,500.00	10/31-10/31	1	1	1	\$1,500.00	
	19	TH	11A-12P	PRICE IS RIGHT	:30	\$1,500.00	11/01-11/01	1	1	1	\$1,500.00	
	20	F	11A-12P	PRICE IS RIGHT	:30	\$1,500.00	11/02-11/02	1	1	1	\$1,500.00	
	21	M	11A-12P	PRICE IS RIGHT	:30	\$1,500.00	11/05-11/05	1	1	1	\$1,500.00	
	22	TU	1230P-130P	THE YOUNG AND RESTLESS	:30	\$550.00	10/30-10/30	1	1	1	\$550.00	
	23	W	1230P-130P	THE YOUNG AND RESTLESS	:30	\$550.00	10/31-10/31	1	1	1	\$550.00	
	24	TH	1230P-130P	THE YOUNG AND RESTLESS	:30	\$550.00	11/01-11/01	1	1	1	\$550.00	
	25	F	1230P-130P	THE YOUNG AND RESTLESS	:30	\$550.00	11/02-11/02	1	1	1	\$550.00	

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	26	M	1230P-130P	THE YOUNG AND RESTLESS	:30	\$550.00	11/05-11/05	1	1	1	\$550.00	
	27	TU	3P-4P	LET'S MAKE A DEAL	:30	\$500.00	10/30-10/30	1	1	1	\$500.00	
	28	W	3P-4P	LET'S MAKE A DEAL	:30	\$500.00	10/31-10/31	1	1	1	\$500.00	
	29	TH	3P-4P	LET'S MAKE A DEAL	:30	\$500.00	11/01-11/01	1	1	1	\$500.00	
	30	F	3P-4P	LET'S MAKE A DEAL	:30	\$500.00	11/02-11/02	1	1	1	\$500.00	
	31	M	3P-4P	LET'S MAKE A DEAL	:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
	32	TU	430P-5P	12 NEWS FIRST	:30	\$850.00	10/30-10/30	1	1	1	\$850.00	
	33	W	430P-5P	12 NEWS FIRST	:30	\$850.00	10/31-10/31	1	1	1	\$850.00	
	34	TH	430P-5P	12 NEWS FIRST	:30	\$850.00	11/01-11/01	1	1	1	\$850.00	
	35	F	430P-5P	12 NEWS FIRST	:30	\$850.00	11/02-11/02	1	1	1	\$850.00	
	36	M	430P-5P	12 NEWS FIRST	:30	\$850.00	11/05-11/05	1	1	1	\$850.00	
	37	TU	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	10/30-10/30	1	1	1	\$1,200.00	
	38	W	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	10/31-10/31	1	1	1	\$1,200.00	
	39	TH	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	11/01-11/01	1	1	1	\$1,200.00	
	40	F	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	11/02-11/02	1	1	1	\$1,200.00	
	41	M	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	11/05-11/05	1	1	1	\$1,200.00	

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	42	TU	7P-730P	INSIDE EDITION	:30	\$900.00	10/30-10/30	1	1	1	\$900.00	
	43	W	7P-730P	INSIDE EDITION	:30	\$900.00	10/31-10/31	1	1	1	\$900.00	
	44	TH	7P-730P	INSIDE EDITION	:30	\$900.00	11/01-11/01	1	1	1	\$900.00	
	45	F	7P-730P	INSIDE EDITION	:30	\$900.00	11/02-11/02	1	1	1	\$900.00	
	46	M	7P-730P	INSIDE EDITION	:30	\$900.00	11/05-11/05	1	1	1	\$900.00	
	47	TU	727P-8P	ENT. TONITE	:30	\$1,100.00	10/30-10/30	1	1	1	\$1,100.00	
	48	W	727P-8P	ENT. TONITE	:30	\$1,100.00	10/31-10/31	1	1	1	\$1,100.00	
	49	TH	727P-8P	ENT. TONITE	:30	\$1,100.00	11/01-11/01	1	1	1	\$1,100.00	
	50	F	727P-8P	ENT. TONITE	:30	\$1,100.00	11/02-11/02	1	1	1	\$1,100.00	
	51	M	727P-8P	ENT. TONITE	:30	\$1,100.00	11/05-11/05	1	1	1	\$1,100.00	
	52	TU	11P-1135P	12 NEWS AT 11P	:30	\$2,400.00	10/30-10/30	1	1	1	\$2,400.00	
	53	W	11P-1135P	12 NEWS AT 11P	:30	\$2,400.00	10/31-10/31	1	1	1	\$2,400.00	
	54	TH	11P-1135P	12 NEWS AT 11P	:30	\$2,400.00	11/01-11/01	1	1	1	\$2,400.00	
	55	F	11P-1135P	12 NEWS AT 11P	:30	\$2,400.00	11/02-11/02	1	1	1	\$2,400.00	
	56	M	11P-1135P	12 NEWS AT 11P	:30	\$2,400.00	11/05-11/05	1	1	1	\$2,400.00	
	57	TU	1135P-1235A	DAVID LETTERMAN	:30	\$650.00	10/30-10/30	1	1	1	\$650.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	58	W	1135P-1235A	DAVID LETTERMAN	:30	\$650.00	10/31-10/31	1	1	1	\$650.00	
	59	TH	1135P-1235A	DAVID LETTERMAN	:30	\$650.00	11/01-11/01	1	1	1	\$650.00	
	60	F	1135P-1235A	DAVID LETTERMAN	:30	\$650.00	11/02-11/02	1	1	1	\$650.00	
	61	M	1135P-1235A	DAVID LETTERMAN	:30	\$650.00	11/05-11/05	1	1	1	\$650.00	
	62	SU	7P-8P	60 MINUTES	:30	\$7,500.00	11/04-11/04	1	1	1	\$7,500.00	
	63	SA	12P-7P	COLLEGE FOOTBALL	:30	\$750.00	11/03-11/03	1	1	1	\$750.00	
	*64	SU	1P-4P	NFL NON-BENGALS 1P GAME	:30	\$7,500.00	11/04-11/04	1	1	1	\$7,500.00	
	Station Remark: V2 1x na 11/4 no time mg wed 8-9p 10/31 ncir survivor											

---REPORT TOTALS---

Report Totals: 64 / \$74,125.00

---SALES MONTHLY TOTALS---

Nov 12: 64 / \$74,125.00
Sales Totals: 64 / \$74,125.00
Station Totals: 64 / \$74,125.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$274,537	CABL	0%	EKRC	2%	UNKN	0%	WBQC	0%	WCPO	23%
		WKRC	27%	WLWT	28%	WSTR	1%	WXIX	19%		

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Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Books null
Demos RA35+

Connell II, Jim

From: jconnell@local12.com
Sent: Friday, October 26, 2012 11:54 AM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: American Crossroads - 45327

Station: WKRC-TV

Order Information:

Order #: 45327
Order Total: \$74,125.00
Agency: Crossroads Media
Advertiser: American Crossroads
Product: American Crossroads
Alternate Order #: 09776180
Estimate #: 694
Flight Dates: 10/30/12 - 11/05/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (45327-64-1):

Rate: \$7,500.00
Air Date: Sun 11/04/12
Eligible Days: -----Su
Inventory Code: AFC Regular Season
Inventory Description: AFC Regular Season
Inventory Code Time: 1:00 PM-4:00 PM
Spot Type: NM
Restricted: Earliest start: 1:00:00 PM, Latest end: 4:00:00 PM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: Preempted by NSM

1x Wed 8-9p
on 10/31 Mue

Spot Manager: All, 10/30/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45327												
Line: 1												
10/30/12	Tuesday	5:13:54 AM	:30	\$425.00	USPRTV	5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	American Crossroads	694	P-3	1	MWASH
											1	
Line: 2												
10/31/12	Wednesday	5:09:35 AM	:30	\$425.00	USPRTV	5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	American Crossroads	694	P-3	1	MWASH
											1	
Line: 3												
11/01/12	Thursday	5:12:59 AM	:30	\$425.00	USPRTV	5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	American Crossroads	694	P-3	1	MWASH
											1	
Line: 4												
11/02/12	Friday	5:13:29 AM	:30	\$425.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	American Crossroads	694	P-3	1	MWASH
											1	
Line: 5												
11/05/12	Monday	5:05:42 AM	:30	\$425.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	American Crossroads	694	P-3	1	MWASH
											1	
Line: 6												
10/30/12	Tuesday	6:27:20 AM	:30	\$650.00	USPRTV	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	American Crossroads	694	P-2	1	MWASH
											1	
Line: 7												
10/31/12	Wednesday	6:09:52 AM	:30	\$650.00	USPRTV	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	American Crossroads	694	P-2	1	MWASH
											1	
Line: 8												
11/01/12	Thursday	6:20:43 AM	:30	\$650.00	USPRTV	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	American Crossroads	694	P-2	1	MWASH
											1	
Line: 9												
11/02/12	Friday	6:04:11 AM	:30	\$650.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	American Crossroads	694	P-2	1	MWASH
											1	
Line: 10												
11/05/12	Monday	6:11:57 AM	:30	\$650.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	American Crossroads	694	P-2	1	MWASH
											1	
Line: 11												
10/30/12	Tuesday	7:24:10 AM	:30	\$450.00	USPRTV	CBS This Morning	(7:00:00 AM-7:30:00 A	American Crossroads	694	P-2	1	MWASH
											1	
Line: 12												
10/31/12	Wednesday	7:28:54 AM	:30	\$450.00	USPRTV	CBS This Morning	(7:00:00 AM-7:30:00 A	American Crossroads	694	P-2	1	MWASH
											1	
Line: 13												
11/01/12	Thursday	7:28:56 AM	:30	\$450.00	USPRTV	CBS This Morning	(7:00:00 AM-7:30:00 A	American Crossroads	694	P-2	1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/30/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45327												
Line: 13												
				\$450.00							1	
Line: 14												
11/02/12	Friday		:30	\$450.00		CBS This Morning	(7:00:00 AM-7:30:00 A	American Crossroads	694	P-2	1	MWASH-
				\$450.00							1	
Line: 15												
11/05/12	Monday	5:59:25 AM	:30	\$450.00		CBS This Morning	(7:00:00 AM-7:30:00 A	American Crossroads	694	P-2	1	MWASH-
				\$450.00							1	
Line: 16												
11/04/12	Sunday	1:17:15 AM	:30	\$2,500.00		CBS Sun Morning	(9:00:00 AM-9:30:00 A	American Crossroads	694	P-1	1	MWASH-
				\$2,500.00							1	
Line: 17												
10/30/12	Tuesday	1:31:06 AM	:30	\$1,500.00	USPRTV	The Price is Right	11:00 AM-12:00 PM	American Crossroads	694	P-1	1	MWASH-
				\$1,500.00							1	
Line: 18												
10/31/12	Wednesday	1:29:51 AM	:30	\$1,500.00	USPRTV	The Price is Right	11:00 AM-12:00 PM	American Crossroads	694	P-1	1	MWASH-
				\$1,500.00							1	
Line: 19												
11/01/12	Thursday	1:58:26 AM	:30	\$1,500.00	USPRTV	The Price is Right	11:00 AM-12:00 PM	American Crossroads	694	P-1	1	MWASH-
				\$1,500.00							1	
Line: 20												
11/02/12	Friday	1:58:56 AM	:30	\$1,500.00		The Price is Right	11:00 AM-12:00 PM	American Crossroads	694	P-1	1	MWASH-
				\$1,500.00							1	
Line: 21												
11/05/12	Monday	1:28:41 AM	:30	\$1,500.00		The Price is Right	11:00 AM-12:00 PM	American Crossroads	694	P-1	1	MWASH-
				\$1,500.00							1	
Line: 22												
10/30/12	Tuesday	12:57:34 PM	:30	\$550.00	USPRTV	Young & the Restless	12:30 PM-1:30 PM	American Crossroads	694	P-3	1	MWASH-
				\$550.00							1	
Line: 23												
10/31/12	Wednesday	12:29:27 PM	:30	\$550.00	USPRTV	Young & the Restless	12:30 PM-1:30 PM	American Crossroads	694	P-3	1	MWASH-
				\$550.00							1	
Line: 24												
11/01/12	Thursday	12:28:41 PM	:30	\$550.00	USPRTV	Young & the Restless	12:30 PM-1:30 PM	American Crossroads	694	P-3	1	MWASH-
				\$550.00							1	
Line: 25												
11/02/12	Friday	12:28:41 PM	:30	\$550.00		Young & the Restless	12:30 PM-1:30 PM	American Crossroads	694	P-3	1	MWASH-
				\$550.00							1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/30/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45327												
Line: 26												
11/05/12	Monday	2:59:26 PM	:30	\$550.00		Young & the Restless	12:30 PM-1:30 PM	American Crossroads	694	P-3	1	MWASH
											1	
Line: 27												
10/30/12	Tuesday	2:59:12 PM	:30	\$500.00	USPRTV	Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	694	P-3	1	MWASH
											1	
Line: 28												
10/31/12	Wednesday	3:58:35 PM	:30	\$500.00	USPRTV	Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	694	P-3	1	MWASH
											1	
Line: 29												
11/01/12	Thursday	3:58:32 PM	:30	\$500.00	USPRTV	Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	694	P-3	1	MWASH
											1	
Line: 30												
11/02/12	Friday	3:58:32 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	694	P-3	1	MWASH
											1	
Line: 31												
11/05/12	Monday	2:59:21 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	American Crossroads	694	P-3	1	MWASH
											1	
Line: 32												
10/30/12	Tuesday	4:37:15 PM	:30	\$850.00	USPRTV	4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	American Crossroads	694	P-2	1	MWASH
											1	
Line: 33												
10/31/12	Wednesday	4:37:03 PM	:30	\$850.00	USPRTV	4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	American Crossroads	694	P-2	1	MWASH
											1	
Line: 34												
11/01/12	Thursday	4:50:21 PM	:30	\$850.00	USPRTV	4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	American Crossroads	694	P-2	1	MWASH
											1	
Line: 35												
11/02/12	Friday	4:35:21 PM	:30	\$850.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	American Crossroads	694	P-2	1	MWASH
											1	
Line: 36												
11/05/12	Monday	4:51:06 PM	:30	\$850.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	American Crossroads	694	P-2	1	MWASH
											1	
Line: 37												
10/30/12	Tuesday	5:13:19 PM	:30	\$1,200.00	USPRTV	6p Local 12 News at Six	6:00 PM-6:30 PM	American Crossroads	694	P-2	1	MWASH
											1	
Line: 38												
10/31/12	Wednesday	5:12:49 PM	:30	\$1,200.00	USPRTV	6p Local 12 News at Six	6:00 PM-6:30 PM	American Crossroads	694	P-2	1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/30/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45327												
Line: 38												
				\$1,200.00							1	
Line: 39												
11/01/12	Thursday	11:38 PM	:30	\$1,200.00	USPRTV	6p Local 12 News at Six	6:00 PM-6:30 PM	American Crossroads	694	P-2	1	MWASH
				\$1,200.00							1	
Line: 40												
11/02/12	Friday	27:11 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	American Crossroads	694	P-2	1	MWASH
				\$1,200.00							1	
Line: 41												
11/05/12	Monday	04:49 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	American Crossroads	694	P-2	1	MWASH
				\$1,200.00							1	
Line: 42												
10/30/12	Tuesday	12:22 PM	:30	\$900.00	USPRTV	M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	694	P-3	1	MWASH
				\$900.00							1	
Line: 43												
10/31/12	Wednesday	7:27:36 PM	:30	\$900.00	USPRTV	M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	694	P-3	1	MWASH
				\$900.00							1	
Line: 44												
11/01/12	Thursday	7:10:12 PM	:30	\$900.00	USPRTV	M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	694	P-3	1	MWASH
				\$900.00							1	
Line: 45												
11/02/12	Friday	7:10:27 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	694	P-3	1	MWASH
				\$900.00							1	
Line: 46												
11/05/12	Monday	7:28:04 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	American Crossroads	694	P-3	1	MWASH
				\$900.00							1	
Line: 47												
10/30/12	Tuesday	7:44:52 PM	:30	\$1,100.00	USPRTV	M-F 730p-8p	7:27 PM-8:00 PM	American Crossroads	694	P-3	1	MWASH
				\$1,100.00							1	
Line: 48												
10/31/12	Wednesday	7:55:06 PM	:30	\$1,100.00	USPRTV	M-F 730p-8p	7:27 PM-8:00 PM	American Crossroads	694	P-3	1	MWASH
				\$1,100.00							1	
Line: 49												
11/01/12	Thursday	7:59:26 PM	:30	\$1,100.00	USPRTV	M-F 730p-8p	7:27 PM-8:00 PM	American Crossroads	694	P-3	1	MWASH
				\$1,100.00							1	
Line: 50												
11/02/12	Friday	7:34:45 PM	:30	\$1,100.00		M-F 730p-8p	7:27 PM-8:00 PM	American Crossroads	694	P-3	1	MWASH
				\$1,100.00							1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/30/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: American Crossroads												
Agency: Crossroads Media												
Station: WKRC-TV												
Order: 45327												
Line: 51												
11/05/12	Monday	7:50:41 PM	:30	\$1,100.00		M-F 730p-8p	7:27 PM-8:00 PM	American Crossroads	694	P-3	1	MWASH
				\$1,100.00								
Line: 52												
10/30/12	Tuesday	1:21:48 PM	:30	\$2,400.00	USPRTV 11p M-Su Local 12 New	11:00 PM-11:35 PM		American Crossroads	694	P-3	1	MWASH
				\$2,400.00								
Line: 53												
10/31/12	Wednesday	1:33:15 PM	:30	\$2,400.00	USPRTV 11p M-F Local 12 News	11:00 PM-11:35 PM		American Crossroads	694	P-3	1	MWASH
				\$2,400.00								
Line: 54												
11/01/12	Thursday	1:33:50 PM	:30	\$2,400.00	USPRTV 11p M-F Local 12 News	11:00 PM-11:35 PM		American Crossroads	694	P-3	1	MWASH
				\$2,400.00								
Line: 55												
11/02/12	Friday	1:06:29 PM	:30	\$2,400.00	11p M-F Local 12 News	11:00 PM-11:35 PM		American Crossroads	694	P-3	1	MWASH
				\$2,400.00								
Line: 56												
11/05/12	Monday	1:26:37 PM	:30	\$2,400.00	11p M-F Local 12 News	11:00 PM-11:35 PM		American Crossroads	694	P-3	1	MWASH
				\$2,400.00								
Line: 57												
10/30/12	Tuesday	2:29:48 XM	:30	\$650.00	USPRTV Letterman		11:35 PM-12:35 XM	American Crossroads	694	P-3	1	MWASH
				\$650.00								
Line: 58												
10/31/12	Wednesday	2:14:52 XM	:30	\$650.00	USPRTV Letterman		11:35 PM-12:35 XM	American Crossroads	694	P-3	1	MWASH
				\$650.00								
Line: 59												
11/01/12	Thursday	1:58:30 PM	:30	\$650.00	USPRTV Letterman		11:35 PM-12:35 XM	American Crossroads	694	P-3	1	MWASH
				\$650.00								
Line: 60												
11/02/12	Friday	2:11:30 XM	:30	\$650.00	Letterman		11:35 PM-12:35 XM	American Crossroads	694	P-3	1	MWASH
				\$650.00								
Line: 61												
11/05/12	Monday	2:25:00 XM	:30	\$650.00	Letterman		11:35 PM-12:35 XM	American Crossroads	694	P-3	1	MWASH
				\$650.00								
Line: 62												
11/04/12	Sunday	7:19:07 PM	:30	\$7,500.00	Sun Reg 1		7:00 PM-8:00 PM	American Crossroads	694	P-2	1	MWASH
				\$7,500.00								
Line: 63												
11/03/12	Saturday	3:49:36 PM	:30	\$750.00	SEC Football		12:00 PM-7:00 PM	American Crossroads	694	P-3	1	MWASH

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Spot Manager: All, 10/30/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
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Advertiser: American Crossroads

Agency: Crossroads Media

Station: WKRC-TV

Order: 45327

Line: 63

				\$750.00							1	
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Line: 65

11/03/12	Saturday		:30	\$5,000.00		Sat Spec	8p-11p	American Crossroads	694	P-3	1 MWASH	
				\$5,000.00							1	

Line: 66

11/03/12	Saturday		:30	\$2,500.00		Big East Football	12p-330p	American Crossroads	694	P-3	1 MWASH	
				\$2,500.00							1	
				\$74,125.00							65	
				\$74,125.00							65	
				\$74,125.00							65	
				\$74,125.00							65	
				\$74,125.00							65	

[Filtered by:] [Sorted by: Station]